

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF HAWAII

In the Matter of) DOCKET 2009-0108
PUBLIC UTILITIES COMMISSION)
Instituting a Proceeding to)
Investigate Proposed Amendments)
To the Framework for Integrated)
Resource Planning.)

PUBLIC UTILITIES
COMMISSION

2010 FEB -3 A 8:24

FILED

PBF ADMINISTRATOR'S WITNESSES

&

CERTIFICATE OF SERVICE

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The Public Utilities Commission opened Docket No. 2009-0108 to examine whether the Integrated Resource Planning (“IRP”) Framework needs to be updated and whether the approach should be named Clean Energy Scenario Planning (“CESP”). The Panel hearing will be held February 8-11, 2010.

Michael Chang and H. Ray Starling will be the Public Benefits Fee (PBF) Administrator’s Expert Witnesses for all panels where required. Their resumes are attached.

CERTIFICATE OF SERVICE

I (we) hereby certify that the foregoing document was duly served on the following Parties and Participant, as set forth below: the Original and four copies hand delivered to the Public Utilities Commission, one copy hand delivered to the Division of Consumer Advocacy, one copy mailed to DBEDT and electronic copies to all entities listed below.

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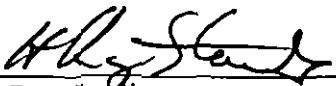
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February 2, 2010



H. Ray Starling
PBF Administrator

Michael J. Chang
Hawaii Energy – Deputy Program Manager

EDUCATION

University of Hawaii at Manoa, College of Business Administration. Honolulu, Hawaii.

Masters in Business Administration, May 1997.

National Marketing Honor Society

Course Work: • Marketing - Advertising, Consumer Behavior, Marketing Management, and Promotions.
• Management - Strategic Planning, Corporate Accounting, and Competitive Analysis.

University of Hawaii at Manoa, College of Engineering. Honolulu, Hawaii.

Bachelor of Science in Mechanical Engineering, May 1992.

Senior Design Competition Winner - Team designed and constructed Assisted Ingress/Egress Wheelchair

Course Work: • Thermodynamics, Fluid Flow, Design and Testing Methodology,
• Material Selection, Failure and Corrosion Factors.

Naval Construction Training Center. Port Hueneme, California.

Construction Electrician Distinguished Graduate, April 1988.

Course Work: • Basic Electronics, Electrical Systems and Power Distribution.
• Installation and service of Wiring, Lighting, Controls and Generators.

WORK EXPERIENCE

July 2009 – Present SAIC / R.W. Beck. Honolulu, Hawaii.

Deputy Program Manager – Executed the successful ramp-up and transition of the Hawaii Energy Efficiency Programs. Manages the operations for the daily execution of the programs and responsible for program planning, forecasting and reporting, and the development of new incentive programs.

October 2007 – May 2009 Johnson Controls Inc. Honolulu, Hawaii.

Honolulu Branch Manager – Full P&L responsibility for the planning and execution of the combined Systems and Service branches leading a team of 42 Union Mechanics, Electrical Technicians, Engineers, Project Managers and administration staff who provided Johnson Control's customers with Mechanical Services, Energy Management and Building Controls, Fire Alarm and Security Systems.

May 2007 – October 2007 Hawaiian Electric Company. Honolulu, Hawaii.

Commercial Energy Efficiency Program Manager - In six months, led the group from being behind plan to achieving the 2007 plan three months early by achieving a dramatic improvement of team performance through simplification of processes, pushing for programming changes holding up processing, providing clarity of each task's purposes and direct oversight of the team. Identified the need to adjust CFL rebate levels to correct arbitrage situation and developed the justification and implementation plan that received PUC approval for program change.

May 1998 – April 2007 Johnson Controls Inc. Honolulu, Hawaii.

Branch Manager / Service Manager – Managed Fire and Building Automation Service teams to profitably execute contracts and achieve over 90% "would you recommend" customer satisfaction levels.

Performance Contracting Account Executive – Successfully secured over \$20M in energy performance contracts through targeting, qualification and proposal development for JCI's performance contracting activities in Hawaii. Performed customer needs assessments, concept presentations, engineering and economic audits and feasibility studies, issued Request for Proposals for design, construction and maintenance services, and arranged financing packages.

June 1992 - June 1998 Hawaiian Electric Company. Honolulu, Hawaii.

Federal Account Executive - Strengthened HECO's customer relationship with their largest customer by establishing close working relationships with all Federal entities, developing "Excom" partnership, negotiating energy service contracts, and implementing Demand-Side Management programs. Have a thorough understanding of utility rates and tariffs, electric utility customer operations and decision processes, and the application of Government energy regulations, policies, and contract vehicles. Proven ability to listen to the customer, identify wants and needs and find solutions.

Bio
H. RAY STARLING – PROGRAM MANAGER
HAWAII ENERGY - EFFICIENCY AND CONSERVATION PROGRAMS

14 January 2010

H. Ray Starling joined **Science Applications International Corporation / R.W. Beck (SAIC/BECK)** in **February 2009** as Program Manager for the Hawaii Energy Efficiency Program (Program). Under a competitively bid contract with the Hawaii Public Utilities Commission, SAIC/BECK operates the Program for the State of Hawaii, designing and implementing energy efficiency measures that greatly enhance the expansion of renewable energy under the Hawaii Clean Energy Initiative and thereby reduce Hawaii's dependence on fossil fuel.

Prior to joining SAIC/BECK, Mr. Starling was the managing principal of Hawaii Energy Group, LLC (HEG), a Hawaii energy consulting and development firm focused on renewable energy and energy efficiency programs. For the last decade, Mr. Starling has worked as a consultant and developer of energy conservation and renewable energy projects in Hawaii. Through Hawaii Energy Group, LLC, Mr. Starling has focused on developing renewable energy opportunities in the islands, including the recently renovated Makila Hydro-Electric Plant in West Maui which went on line in mid-2006. During the same time, through Off-Peak Energy, Inc, Mr Starling has also pioneered the development and operation of ice thermal storage air-conditioning as a major new load-shifting technology in Hawaii, designing and installing full-ice systems at Maryknoll High School, Aiea Medical Building, Market City Shopping Center, Mid-Pacific Institute (two systems), Kapiolani Women's and Children's Hospital, St Francis Hospital Liliha, and St Francis Medical Center West.

From 1995-1998, Mr. Starling served as President of HEI Power Corp., developing independent power projects throughout the Asia-Pacific region. He has spent the last 25 years in the electric power and energy industries, including 3 years as Senior Attorney at Hawaiian Electric Company and 8 years at Carolina Power and Light Company where he was VP and Manager of the Legal Department. Mr. Starling has a wide range of experience in the technical, business, regulatory and legal areas of the electric power and energy industries, including extensive dealings with investor owned utilities, electric municipalities and electric coops on the Mainland. He has negotiated and drafted numerous power supply and energy agreements for utility and independent power suppliers, as well as for power purchasers and energy users. He has represented electric utilities in rate case proceedings, testified as an energy expert and functioned as attorney-legal advisor and business consultant for a number of successful power projects, power sales agreements and energy initiatives. Mr. Starling has served at both the technical and executive levels of electric power companies. He is thoroughly familiar with the technical, legal and business issues impacting power supply and energy use decisions for energy suppliers and consumers, and he has both counseled and represented various Hawaii businesses in their power supply and energy matters. He is often consulted for his unique knowledge of renewable energy, power supply, energy conservation and efficiency, energy regulation and ice thermal storage.

Mr. Starling has a BS in Mechanical Engineering from N.C. State University and a JD degree from Wake Forest Law School. He is licensed to practice law in Hawaii, Guam and North Carolina. He served 37 years in the Air Force and Air National Guard, having recently retired from military service as a Major General.